

MARY KAY

applause[®]

AUGUST 2011

create a
Beautiful
eye story.



**SUMMER
BEAUTY TIPS**
TO SHARE

PLAN
NOW FOR
SEMINAR 2012

BUILD
**CUSTOMER
LOYALTY**

find it online: check out Mary Kay InTouch®



Log on today to see what's hot.

You may find everything you need for your Mary Kay® business and more!



BizBuilders Offers

Looking for BizBuilders information? Check out **Products > BizBuilders** online to discover how you can earn BizBuilder Bucks on your next qualifying order.

Advertising

Mary Kay advertising efforts are underway! Get the latest updates on network appearances, sweepstakes and more under **Resources > Advertising**.

Trend Report News!

You can use the Spring/Summer 2011 *Mary Kay® Trend Report* to help customers update their look for the season. And get ready for fall, starting August 1, when a new *Trend Report* will be available that even will be featured in a future issue of *People StyleWatch!*

Get Ready for Fall.

It's time to enroll your customers to receive the Fall/Holiday 2011 issue of *The Look*. Enroll beginning July 16 at **Business Tools > Preferred Customer Program™** or click on the large ad on the InTouch® home page.

august: dates to remember

1 Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month.

Class of 2012 Offspring Challenge begins.

Summer 2011 Preferred Customer Program™ mailing of the Month 2 mailer begins. (Allow 7-10 business days for delivery.)

Priority registration begins for the Fall Go-Give Area workshops.

15 Last day to enroll online for the Fall/Holiday 2011 Preferred Customer Program™ mailing of *The Look*, including exclusive samplers, while supplies last.

General registration begins for the Fall Go-Give Area workshops.

Last day of the month for Independent Beauty Consultants to place telephone orders (until 10 p.m. Central time).

30

Sapphire Seminar begins.

3

8 Online Independent Sales Director-in-Qualification Commitment Form available beginning 6 a.m. Central time.

Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until midnight Central time.

10

31 Last day of the month for Independent Beauty Consultants to place online orders (until 9 p.m. Central time).

Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail or dropped off at the branches must be received by 7 p.m. local time to count toward this month's production.

Online Independent Beauty Consultant Agreements accepted until midnight Central time.



ON THE COVER: Tally beautifully wears Silver Satin and Midnight Star Mary Kay® Mineral Eye Color, Sheer Bliss cream blush, Mary Kay® Creme Lipstick in Dusty Rose and Lash Love™ Mascara in I ♥ black.



ON PAGE 1: Kelli's eyes are gorgeous in Mary Kay® Mineral Eye Color in Honey Spice, Hazelnut and Granite along with Black eyeliner and NEW Mary Kay® Lash Love™ Mascara in I ♥ black.

Mary Kay said it best

“Most people start out with good intentions and want to make significant achievements. But too often they fall short of their ambition because they lack discipline. Because it takes true commitment to fulfill a long-term goal, Mary Kay Cosmetics has a ‘ladder of success,’ with the way to take each step clearly defined in black and white. Each person, through her own efforts, promotes herself.”

SPECIAL EVENT NOTES

Imagine ... Your Way to Beautiful™ Seminar 2011 is here! On-site registration may be available on a first-come, first-served basis for a fee of \$200, space permitting.



INSIDE THIS ISSUE

VISIONS OF BEAUTY

As makeup trends focus on eyes, you can create an “eye story” your customers can’t resist! You have products to help them envision and achieve gorgeous eye looks.

2



6

SET GOALS FOR SEMINAR 2012!

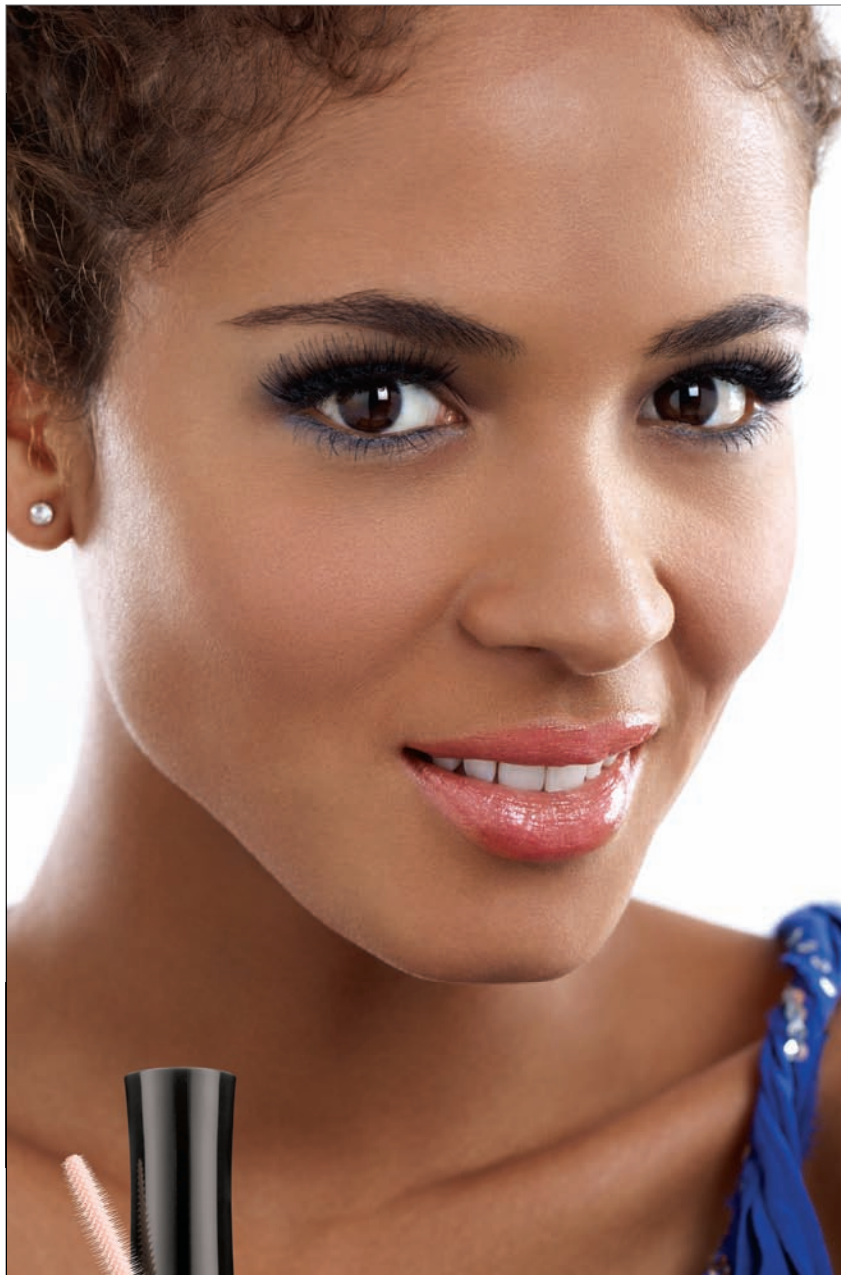
Believe it or not, it’s time to set your goals for Seminar 2012! Let stunning jewelry rewards motivate you to put an action plan to paper. You can achieve what your mind can conceive!

SIGNS OF GREAT CUSTOMER SERVICE

Mary Kay Ash always said, “When I meet someone, I imagine her wearing an invisible sign that says, ‘Make me feel important!’” Learn how three Independent Sales Directors maintain that philosophy by providing exceptional customer service.

20





EYE FOCUS: create visions of beauty.

Your eyes say so many things about you:

how you feel, what you like and even what you might be hiding! But as beauty trends continue to focus on eyes, don't be shy about putting your customers' peepers in the spotlight! Discover all the Mary Kay® products that can enhance their eyes and bring out the beauty that others already see.



NEW! MARY KAY® LASH LOVE™ MASCARA

Defines. Defends. Delivers
4 times the volume without
looking overdone.

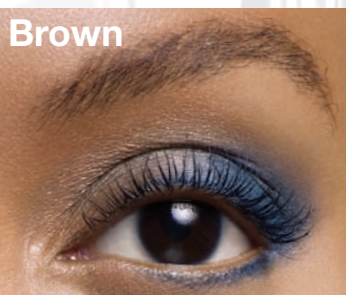
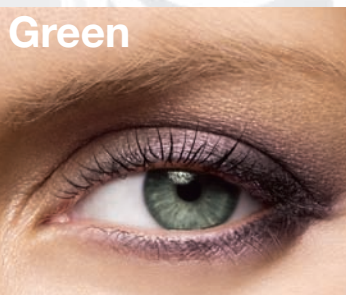
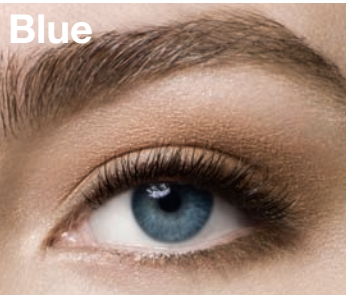
Lashes appear fuller, lifted and multiplied while looking naturally flawless with this water-resistant formula that contains our exclusive Mary Kay® Panthenol-Pro Complex™ and vitamin E to help moisturize, strengthen and condition lashes. The flexible, sculpted brush separates and coats even fine, hard-to-reach lashes without leaving clumps.

LOVELY RESULTS

After wearing Mary Kay® Lash Love™ Mascara for seven days, here's what women in an independent consumer study* said:

- **90% said it lasted all day without flaking or smearing.**
- **90% said lashes looked defined and felt natural, not heavy.**
- **89% said lashes looked lifted.**
- **85% said lashes were separated and looked multiplied.**

The majority also said Mary Kay® Lash Love™ Mascara **lasted for 10 hours or more.** And three out of four said there were **no clumps in sight.** Now that's something to love!



EYE-ENHANCING BUNDLES

Now regular-line by popular demand! **Mary Kay® Mineral Eye Color Bundles** make green eyes greener, blue eyes bluer and brown and hazel eyes richer than ever before. Makeup artists selected shades to make eye colors pop. Each bundle includes three Mary Kay® Mineral Eye Colors, free eye applicators and application tips in a special box.



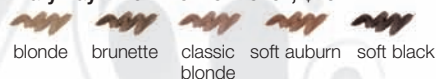
\$19⁵⁰
each

WOW BROWS

Make the most of your brows with the Brow Collection designed to shape, groom and define brows. **Mary Kay® Brow Tools** assist in enhancing the appearance of brows for a well-groomed look. **Mary Kay® Brow Gel** quickly conditions brows with a matte finish that keeps groomed brows in place. And **Mary Kay® Mineral Eye Colors** in Hazelnut, Cinnabar, Espresso, Sienna and Coal double as brow powders for filling in and enhancing brows.

Plus, **Mary Kay® Brow Definer Pencils** offer a creamy, long-wearing, waterproof formula that glides on smoothly for expert-looking brows. Available in Blonde, Brunette, Classic Blonde, Soft Auburn and Soft Black.

Mary Kay® Brow Definer Pencil, \$10



Mary Kay® Brow Tools, \$4



Mary Kay® Brow Gel, \$10



Mechanical Mary Kay® Brow Liner in Blonde, \$10



Mary Kay® Mineral Eye Color, \$6.50 each



EASY OFF

No wonder **Mary Kay® Oil-Free Eye Makeup Remover** is consistently a Mary Kay® best-selling product*! It takes eye makeup off in a blink – including waterproof mascara. No rubbing or tugging.

\$15



PRIMED FOR BEAUTY

Mary Kay® Eye Primer sets the stage for beauty with a waterproof formula that creates a foundation shown to extend the wear of eye color.

\$12



PERFECT LINE

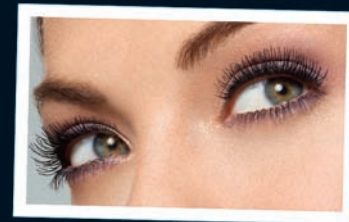
Mary Kay® Eyeliner in eight shades glides on for waterproof, smudge-resistant, fade-resistant wear. Available in Amethyst, Black, Bronze, Deep Brown, Navy, Olive, Steely and Taupe. **Black is a Mary Kay® best-selling* product!**

\$10
each



*The best-seller designation refers to top-selling products within the Mary Kay® product line. All product prices are suggested retail.

THROW A lash bash!



It is said that the eyes are the windows to the soul and the jewels of the body. So why not give your customers the gift of show-stopping eyes, picture-perfect lashes and perfectly shaped brows by throwing the year's hottest color party? The *Lash Love™* party is where it's at as you introduce your customers to **Mary Kay® Lash Love™ Mascara**.

Women love to vary their eye “look” depending on the occasion, and Mary Kay® eye products allow for so much versatility. The addition of Mary Kay® Lash Love™ Mascara to the existing mascara wardrobe is another excellent way to customize a look.

You can find a list of all the party essentials you will need to throw a *Lash Love™* party on Mary Kay InTouch®, including a downloadable and printable place mat. Just visit “Party Central” for a *Beaute-vite®* and more! You also can send the place mat to be printed and laminated at the FedEx Office® DocStore link.

During the party, you can share the lash spotlight with other Mary Kay® eye products!

HOW TO HOLD EYE PARTIES

Three Independent Sales Directors share their secrets for glamorous eye color parties.



Independent Sales Director Mary Kathryn

King of Valparaiso, Ind., told us, “My customers come to me for help because they don’t know what colors they should be wearing and they don’t know how to apply them.”

Mary Kathryn wanted to show her customers how easy and fun eye color application can be, so she created a *Project*

Runway party where she features a Mary Kay® Mineral Eye Color look for specific eye colors. “I invite all of my blue-, green-, brown- or hazel-eyed customers to the party and demonstrate a beautiful look on a model. I simply use the shades that are featured in the Mary Kay® Mineral Eye Color Bundles. As the model applies her own eye colors, I help each customer customize her look based on the shape of her eyes.”

Mary Kathryn doesn’t stop at the basics because some of her customers are looking for a bold pop of color. “For my customers who are open to trying something new, I offer a color selection based on the land, sea and sky, which is perfect for a gorgeous summer look that can take them right through fall.” She includes Mary Kay® Mineral Eye Colors in Lemongrass, Hazelnut and Azure and Mary Kay® Eyeliner in Deep Brown. She says, “These colors brighten up the eye area and create a fun, fresh look that can go from day to night. My customers finish off their looks with the perfect mascara.”



Independent Senior Sales Director Haniel

Ortiz of Santa Maria, Calif., also has customers who want to customize their eye looks based on what the day has in store. “My customers who are going on vacation want an effortless look, and I tell them it is simple. I show them how to fill in their eyebrows, apply

their favorite mascara and choose one of our beautiful Mary Kay® Cream Eye Colors. It is so quick yet so beautiful.” Haniel also throws eye color parties that she calls *Glamour Appointments*. “I use this opportunity to teach my customers how to apply eye colors using the Classic Look featured on the Color Cards. And if they are headed out for a night on the town, I teach them how to intensify the existing color.”

Haniel has fun with her own eye color and says that potential customers actually stop her to ask her how she applies her color and what products she uses. She tells them, “It’s Mary Kay; have you ever tried it?” And then she books a party for them. When she is holding a *Glamour Appointment*, she asks the guests questions to make sure they are comfortable with the colors, the intensity and the application techniques that she is teaching them. “For me, the best part of my business is helping women look their best,” Haniel shares. “When they are wearing colors that they feel comfortable with and their perfect mascara, then they feel confident and will apply them on a daily basis.”



Independent Sales Director Connie

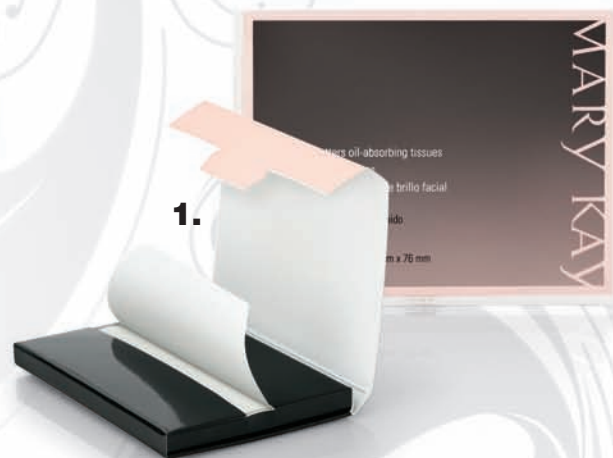
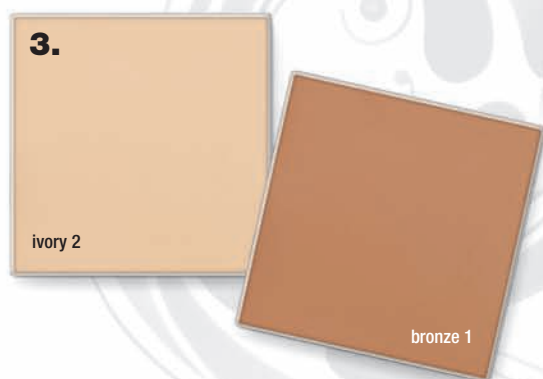
Ackroyd of Rumford, R.I., tells us that her customers come to her because they are tired of looking tired at the end of the day. She recommends the Mary Kay® Facial Highlighting Pen, Mary Kay® Cream Eye Color, Mary Kay® Brow Gel and their favorite Mary Kay® mas-

cara for an instant eye lift. “I call the highlighting pen my 4 o’clock pen, because a little dab above the cheekbone and the brow bone will instantly awaken the eye area for a fresh look.”

Connie also is a pro at holding fun parties. Her guests will take turns hosting parties for their girlfriends so they can earn hostess credit. “I start the group with a *Flawless Face* party. Then we hold a superfun *Dash-Out-the-Door* color party with Mary Kay® Cream Eye and Cream Cheek Colors; Mary Kay® Liquid Lip Color or lip gloss; and their favorite mascara. Finally, we have some real fun at the *Eyes Scream Social* party. This is where I introduce them to the Mary Kay® Compact Pro® and all of the amazing eye products that they can fill it with.”

SUMMER BEAUTY essentials

Keep your cool this summer with Mary Kay® products designed to keep you fresh and glowing.



1. This purse-friendly box of tissues is sure to be your best friend during the steamy summer months. **Beauty Blotters® Oil-Absorbing Tissues** will keep you shine-free throughout the day so makeup stays fresh. Pk./75, \$6

2. For the long, laid-back days of summer when a casual and natural look is desired, **Mary Kay® Tinted Moisturizer With Sunscreen SPF 20*** provides sheer coverage, moisturization and ever-important sun protection. You'll love

this lightweight formula and the streamlined beauty routine it provides. Choose from six shades. \$18

3. If you want a lightweight powder that helps minimize the appearance of fine lines and controls oil for eight hours with a natural look, then **Mary Kay® Sheer Mineral Pressed Powder** is the product for you. It imparts a thin layer of skin-loving, oil-absorbing powder to the face that keeps makeup looking fresh throughout the day. Choose from six shades. \$16

4. Applying the lightweight **Mary Kay® Oil Mattifier** after moisturizer will ensure that your flawless face will stay that way for up to eight hours. \$15

5. Summer coverage and oil-absorbing needs are met with **TimeWise® Matte-Wear Liquid Foundation**. This unique, humidity-resistant foundation contains microspheres that work all day to control oil and shine while minimizing the appearance of

fine lines and pores. Choose from 23 shades. \$20

6. **Mary Kay® Mineral Bronzing Powder** creates a sun-kissed look by defining and highlighting, while vitamins A, C and E protect skin from free radicals. You'll love the weightless, silky feel and the summer-loving glow. \$12

*Over-the-counter drug product
All product prices are suggested retail.

MAKE YOUR PLAN FOR Brilliance!

**SEMINAR
AWARDS 2012**

July 1, 2011 – June 30, 2012

For most of us, a year seems like a long time indeed. But as a Mary Kay® independent business owner, your life is defined by the goals you set. So more than anyone, you know that starting to plan now for your Seminar 2012 prizes and awards is not crazy at all! Actually, it's the smart thing to plan. Because if you work your plan, you can adorn yourself with these pools of light, shine and color. Just take a look at the dazzling jewelry that you could earn with the right plan and your hard work. Girlfriend, let's get started. Your time to shine will soon be here!



"I believe each of us needs a reason to get up in the morning. We need something to anticipate ... something that truly excites us."

– Mary Kay Ash



QUEEN'S COURT OF SHARING

24 Qualified New Team Members
(Choice of one)

Bee Fabulous Charm Bracelet

First year, earn 14-karat yellow gold bracelet with gold bee charm. Second year, earn diamond bee charm.



Small Bee Fabulous Diamond Ring

- 14-karat yellow gold
- Diamond body, .75 carats
- Emerald eyes



Large Bee Fabulous Diamond Pin

- 14-karat yellow and white gold
- 21 round brilliant diamonds
- Approximately 1.75 carats

Bee Fabulous Diamond Bee Ring

- 14-karat yellow and white gold
- Approximately .70 carats of diamonds

QUEENS OF THE COURTS (Will receive both)



Crisscross Knot Ring

- 18-karat white gold
- 2.46 carats of round brilliant diamonds

RUNNERS-UP (Will receive both)



Ladder of Diamonds Ring

- 14-karat white gold
- 57 round brilliant diamonds
- Approximately 1.00 carats



Medium Bee Fabulous Diamond Pin

- 14-karat yellow and white gold
- 19 round brilliant diamonds
- Approximately 1.10 carats

QUEEN'S COURT OF PERSONAL SALES

\$36,000 Personal Estimated Retail Production
(Choice of one)



Diamond Crossover Ring

- 14-karat white gold
- 37 round brilliant diamonds
- Approximately .30 carats



Blue Topaz Ring

- 14-karat white gold pear-shaped topaz (9 x 6 mm each)
- 38 round brilliant diamonds
- Approximately .25 carats



Bright Constellation Ring

- 14-karat yellow gold
- Eight round brilliant diamonds
- Approximately .35 carats

Stylish Men's Ring

- 14-karat white gold
- Approximately .20 carats of prong-set round brilliant diamonds



Recognition

Congratulations to the winners for April 2011

Top NSDs Year-to-Date

Pictured here are the top 10 NSDs year-to-date.



Barbara Sunden Carol Anton Karen Piro Lisa Madson Kathy Helou Jan Harris Gloria Mayfield Banks Anita Mallory Garrett-Roe Pat Danforth Cheryl Warfield

On-Target Inner/Diamond/Gold Circle

Independent National Sales Directors become members of the Gold Circle when they earn \$125,000 or more; members of the prestigious Diamond Circle when they earn \$200,000 or more; and a member of the exclusive Inner Circle when they earn \$325,000 or more in "NSD commissions" during the Seminar contest period. (NSD commissions are comprised of commissions earned on the wholesale production of first-, second-, and third-line offspring units; Top 10 fourth-line and beyond; Elite Executive NSD commissions; NSD commissions on personal units; NSD bonuses for NSD offspring and offspring from personal units for April 2011, NSD bonuses for Star Consultants and NSD commissions earned on all foreign countries for March 2011.) These "NSD commissions" are used to determine NSD ranking for a Seminar year. Congratulations to the following NSDs who are considered on-target from July 1, 2010, through April 30, 2011.

On-Target for \$950,000 Inner Circle		Patricia Rodríguez-Turker	279,287.94	Jackie Swank	198,539.33	Dawn Dunn	150,673.83	Jeanie Martin	128,242.51
Barbara Sunden.....		Stacy James	276,521.08	Ronnie D'Esposito Klein.....	190,737.40	Elizabeth Fitzpatrick	148,979.82	Judy Brack	127,528.20
On-Target for \$550,000 Inner Circle		Sonia Pérez	271,393.86	Anita Tripp Brewton	189,559.42	María Monarrez	146,299.46	Miriam Gómez-Rivas	127,228.88
Carol Anton		On-Target for \$300,000 Diamond Circle		Diane Underwood	188,425.35	Janet Tade	146,104.33	Evelinda Díaz	126,520.72
On-Target for \$500,000 Inner Circle		Sherry Giancristoforo.....	\$267,664.54	Kerry Buskirk	185,951.02	Davanne Moul	144,601.58	Janis Z. Moon	126,067.95
Karen Piro		Sue Kirkpatrick	259,370.13	Sandy Miller	178,511.31	Cyndee Gress	143,135.86	On-Target for \$125,000 Gold Circle	
On-Target for \$450,000 Inner Circle		Debi Moore	259,242.45	Shannon Andrews	177,902.38	Connie Kittson	140,374.97	Ada García-Herrera	\$124,006.09
Lisa Madson		Lupita Ceballos	254,199.41	Mary Estupiñán-Martel	174,785.33	Consuelo Prieto	139,267.92	Glinda McGuire	123,923.95
Kathy Helou		On-Target for \$250,000 Diamond Circle		Lily Orellana	173,347.53	Gloria Báez	137,082.06	Michelle Sudeth	123,784.86
Jan Harris		Dacia Wiegandt	\$243,614.64	Sandy Valerio	167,984.90	Pam Klickna-Powell	136,878.14	Monique Todd Balboa	121,759.36
Gloria Mayfield Banks		Halina Rygiel	241,315.62	On-Target for \$150,000 Gold Circle		Kimberly Copeland	136,782.46	Scarlett Walker-Simpson	120,587.47
On-Target for \$350,000 Inner Circle		Linda Toupin	238,890.53	Kay Elvrum	\$164,416.75	Lynne Holliday	136,778.42	Cathy Bill	120,561.41
Anita Mallory Garrett-Roe		Judie McCoy	235,279.25	Pamela Fortenberry-Slate	163,045.11	Yvonne Lemmon	136,393.42	Toni McElroy	118,299.02
Pat Danforth		Cindy Williams	234,538.83	Nancy Bonner	160,742.91	Wilda DeKerlegand	134,851.45	Linda Kirkbride	115,778.93
Cheryl Warfield		SuzAnne Brothers	233,877.12	Lisa Allison	157,823.85	Mona Butters	133,859.80	Jan Thetford	115,448.55
Karlee Isenhardt		Pamela Waldrop Shaw	222,920.41	Maureen Ledda	157,664.78	Pam Ross	133,671.48	Kate DeBlander	113,751.95
On-Target for \$325,000 Inner Circle		Shirley Oppenheimer	220,415.60	Andale Hartshorn	156,714.55	Anabell Rocha	132,692.23	Maribel Barajas	113,239.50
Gloria Castaño		On-Target for \$200,000 Diamond Circle		Cindy Fox	155,890.23	Alia Head	131,459.88	Lorraine Newton	110,285.81
		Mary Diem	\$206,279.41	Tammy Crayk	154,958.99	Lise Clark	131,288.60	Gena Rae Gass	108,461.51
		Julianne Nagle	199,764.28	Julie Krebsbach	153,849.76	Valerie Bagnol	130,965.49	Pamela Tull	107,997.79
				Jeanne Rowland	153,196.59	Shirley Oshiro	129,379.55	Sharon Buck	107,578.25
				Jamie Cruse-Vrinos	151,340.37	Joanne Bertalan	128,695.33		

Monthly Commissions and Bonuses

Listed are NSD commissions above \$10,000 earned in April by Independent National Sales Directors as defined above **plus** the following which do not count toward NSD ranking: Sales Director commissions, Personal Team commissions and NSD contest bonuses. Cars, prizes, etc., are **not** included in these amounts.

Emerald

1. Gloria Mayfield Banks***	\$67,046
2. Kathy S. Helou*	51,742
3. Sherry Giancristoforo**	39,027
4. Debi R. Moore*	36,064
5. SuzAnne Brothers*	27,936
6. Janet Tade*	26,557
7. Dacia Wiegandt*	26,310
8. Lily Orellana	25,641
9. Kerry Buskirk*	22,689
10. Consuelo R. Prieto	22,374
11. Kay E. Elvrum	19,224
12. Jamie Cruse-Vrinos	18,883
13. Auri Hatheway	18,227
14. Yvonne S. Lemmon	18,021
15. Cindy Fox*	17,031
16. Mona Butters	16,904
17. Brenda Segal*	15,705
18. Pamela Tull	15,684
19. Morayma Rosas	15,561
20. Miriam Gómez-Rivas	15,354
21. Cathy Bill*	15,252
22. Dawn Otten-Sweeney	14,785
23. Joanne R. Bertalan*	14,242
24. Cristi Ann Millard	13,898
25. Crisette M. Ellis	13,414
26. Kym A. Walker*	12,970
27. Sabrina Goodwin Monday	12,906
28. Jackie LaPrade	12,788
29. Sandra Chamorro	11,313
30. Sherry A. Alexander	10,211
31. Esther Whiteleather	10,147
32. Kathy Rodgers-Smith	10,113

Pearl

1. Jan Harris**	\$39,845
2. Cheryl Warfield**	33,379
3. Pamela Waldrop Shaw	33,144
4. Cindy A. Williams	30,787
5. Stacy I. James*	30,294
6. Mary C. Estupiñán-Martel*	27,507
7. Lisa Allison*	26,263
8. Halina Rygiel*	24,866
9. Jackie Swank*	22,338
10. Julie Krebsbach	22,120
11. Anita Tripp Brewton*	22,120
12. Sandy Miller*	21,168
13. Glinda McGuire	20,610
14. Jeanie Martin	19,395
15. Anabell Rocha	18,356
16. Shirley M. Oshiro	17,792
17. Alma Orrostita	17,757
18. Lise T. Clark*	17,660
19. Maureen S. Ledda*	17,361
20. Monique Todd Balboa	17,240
21. Bett Vernon	16,756
22. Nancy Bonner*	15,675
23. Judy Brack	15,361
24. Elizabeth Fitzpatrick*	14,656
25. Sylvia Kalicak	14,348
26. Lynda Jackson*	14,028
27. Wilda DeKerlegand*	13,694
28. Linda Kirkbride	13,528
29. Jane Studrawa	13,238
30. Robin Rowland	13,222
31. Cathy E. Littlejohn	13,156
32. Pat Campbell	13,057

Diamond

1. Barbara Sunden***	\$100,017
2. Lisa Madson	49,324
3. Sonia Pérez	48,101
4. Patricia Rodríguez-Turker**	38,117
5. Anita Mallory Garrett-Roe**	35,792
6. Gloria Castaño**	31,932
7. Linda C. Toupin	28,811
8. Diane Underwood	23,803
9. María Monarrez	22,327
10. Mary Diem*	21,998
11. Connie A. Kittson	21,114
12. Ada García-Herrera	19,811
13. Evelinda Díaz*	17,006
14. Dalene Hartshorn	16,625
15. Gina Rodríguez	16,004
16. Diana Heble	12,095
17. Isabel Venegas	11,745
18. Rosibel Shahin*	11,561

Ruby

1. Carol Anton**	\$60,703
2. Pat Danforth*	35,464
3. Shirley Oppenheimer*	30,471
4. Sue Kirkpatrick*	29,716
5. Karlee Isenhardt**	27,894

6. Ronnie D'Esposito Klein*	21,562
7. Pamela A. Fortenberry-Slate*	21,243
8. Kimberly R. Copeland	18,506
9. Kate DeBlander	18,422
10. Cyndee Gress	18,200
11. Rebecca Evans*	17,907
12. Judy Kawiecki	17,896
13. Pam Ross*	16,803
14. Jeanne Rowland*	16,235
15. Lynne G. Holliday	15,270
16. Bea Millsagle	14,519
17. Toni A. McElroy	13,888
18. Scarlett S. Walker-Simpson*	13,745
19. Janis Z. Moon	13,644
20. Michelle L. Sudeth*	13,400
21. Vicki Jo Auth	13,144
22. Jo Anne Barnes	12,880
23. Gena Rae Gass	12,378
24. Kelly McCarroll	12,161
25. Candy D. Lewis	12,150
26. Kirk Gillespie	12,003
27. Cindy Z. Leone	11,703
28. Thea Elvin	10,180
29. Gay Hope Super	10,158

Sapphire

1. Karen Piro**	\$50,077
2. Lupita Ceballos**	39,830
3. Shannon C. Andrews*	24,609
4. Judie McCoy*	24,420
5. Julianne Nagle*	23,616
6. Pam Klickna-Powell	21,946
7. Dawn A. Dunn	21,523

*Denotes Senior NSD

**Denotes Executive NSD

***Denotes Elite Executive NSD

Commission Circle

Independent Sales Directors who earned the top 100 commissions and bonuses in each Seminar area in April 2011. Names in **bold print** are those who earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission.

Emerald

Linda Bradley.....	\$13,821.07
Evalina Chavez.....	13,438.11
Karen E. Riddle.....	12,843.07
Christie I. Ehiobu.....	12,522.74
Michele Martella Armes.....	12,394.47
Traci L. Smith.....	12,304.67
Pam Kelly.....	12,261.58
Sue Uibel.....	12,194.42
Jordan Helou Eicher.....	11,973.15
Juanita Pedrosa.....	11,328.92
Stacy D. Foust.....	10,931.02
Maritza Lanuza.....	10,914.90
Paula Kelsch.....	10,444.81
Christine A. Denton.....	10,309.18
Barbara Pleet.....	9,929.15
Elaine K. Williams.....	9,703.20
Antonia Miranda.....	9,644.50
Sheri Farrar-Meyer.....	9,559.73
Denise G. Kucharski.....	9,430.09
Candys Jackson.....	9,385.71
Hollie R. Sherrick.....	9,354.03
Trisha Taylor.....	9,078.36
Tanya Olivia King.....	8,941.17
Ayobami Olanrewaju.....	
Olusa.....	8,925.24
Gerri L. Gurreri.....	8,916.17
Maria Sanchez.....	8,866.33
Debbie L. Bower.....	8,864.68
Stacy S. Gilson.....	8,804.95
Lynn F. Huckels.....	8,741.60
Ann Shears.....	8,682.16
Helen Jakpor.....	8,628.21
Haydee Guzman.....	8,572.62
Kristen L. Voyles.....	8,463.89
Pattie A. Robinson.....	8,347.96
Heather A. Carlson.....	8,342.47
Macaria Ramirez-Santana.....	8,007.91
Sandy Malkin.....	7,901.55
Kay Dickerson.....	7,882.64
Rose Campbell.....	7,870.86
Susie J. Serio.....	7,807.37
Yolanda Lopez.....	7,772.29
Talvia W. Peterson.....	7,688.58
Helen M. Harlow.....	7,600.27
Sonia E. Argueta.....	7,595.18
Jessica Brash Holzbach.....	7,506.28
Kathy P. Oliveira.....	7,423.94
Nancy Boucher.....	7,422.97
Shawna D. Schneider.....	7,387.20
Connie Marie Ackroyd.....	7,333.68
Loretta A. Ramsey.....	7,302.77
Cynthia Pack.....	7,284.59
Jo M. Cotton.....	7,249.61
Dana Dean Cornallino.....	7,173.16
Anita Kay Cunningham.....	7,164.88
Loretta Ann Jarvis.....	7,162.50
Laura A. Armstrong.....	7,134.10
Hope S. Pratt.....	7,124.77
Jeannette E. Beichle.....	7,108.88
Geri Lin Dennis.....	7,087.03
Emily Stone.....	7,030.40
Kimbi L. Bartik.....	7,002.55
Rebecca C. Allen.....	6,934.00
Rosy Garcia Acevedo.....	6,914.18
Dana Ann Lamade.....	6,877.15
Marcela Sierra.....	6,859.74
Sonya C. D'Herde.....	6,827.24
Toyia M. Drew.....	6,807.66
Julie A. Griffin.....	6,797.13
Nancy Graham.....	6,772.18
Jeanie M. Tamborello.....	6,747.76
Amie E. Kelly.....	6,708.45
Jackie L. Root.....	6,688.20
Christy Harvey.....	6,686.22
Roxie Soto.....	6,677.31
Sheila J. McCune.....	6,675.71
Natalie M. Oliverio-Zehmer.....	6,662.72
Cheryl L. Foster.....	6,660.66
Dana M. Chamberlin.....	6,641.48
Bridget L. Shaw.....	6,633.20
Yuvris Rocio Alvarado.....	6,628.91
Stacy M. Houy.....	6,623.35
Linda Jackson.....	6,618.31
Nancy A. Berlin.....	6,613.98
Danette Kelley Smith.....	6,609.94

Grace Hull.....	6,600.03
Celsa Menjivar-Gutierrez.....	6,587.83
Christine J. Kurzawa.....	6,587.56
Rosy Rivera.....	6,533.41
Maria Beddick.....	6,530.29
Pat Forehand.....	6,529.73
Caroline Nesbitt Osmon.....	6,518.29
Gloria E. Sandoval.....	6,501.46
Robin S. Moody.....	6,500.08
Nancy L. DeFina.....	6,493.72
Claudia Maria Velez.....	6,461.71
Judith E. Cotton.....	6,401.84
Melissa Bright.....	6,340.17
Brendaliz Cajigas.....	6,334.53
Susan Ruth Cunningham.....	6,297.91
Janet S. Harmon.....	6,241.06

Pearl

Kim McClure.....	\$20,206.01
Kristin Myers.....	18,017.44
Leah Michelle Lauchlan.....	15,947.09
Julia Sander Burnett.....	14,347.92
Roya Marie Mattis.....	14,165.80
Amie N. Gambolan.....	13,183.19
Janice Baxter Hull.....	12,976.60
Dorothy D. Boyd.....	12,868.86
Nicole J. Canamare.....	12,511.78
Angel B. Toler.....	12,508.95
Blythe Jolee Egbert.....	12,460.24
Cindy Machado-Flippen.....	11,877.41
Diane M. Detesco.....	11,682.83
Vicki Piccirilli.....	11,604.32
Beth H. Piland.....	11,404.35
Anne Geurtsen.....	10,975.99
Mayre Durrer.....	10,715.29
Patti Cornell.....	10,592.62
Milagro V. Diaz.....	10,394.78
Heather Marie Erbe.....	10,169.59
Mia J. Mason Taylor.....	10,078.24
Jeanie K. Navrakl.....	10,075.19
Susan T. West.....	9,826.06
Kristi Sue O'Rourke.....	9,779.18
Michele Salisbury Rankin.....	9,731.57
Patty Webster.....	9,456.99
Shanna H. Jones.....	9,441.04
Tammy A. Vavala.....	9,426.66
Melissa Hamby.....	9,413.23
Nadine Bowers.....	9,254.79
Jaime Marie Bittner.....	9,083.33
Katherine Mirkes Ward.....	9,042.90
Carmen J. Felix.....	8,980.68
Amy Kemp.....	8,933.00
Patty J. Olson.....	8,768.64
Lia Rene Carta.....	8,767.42
Tammy Brown.....	8,541.29
Laura Ann Zipay.....	8,486.27
Sandra Giraldo Kirchhoff.....	8,407.39
Shelley Eldridge.....	8,393.62
Carrie V. Eddings-Foster.....	8,382.86
Judy Gieson.....	8,360.87
Fern M. Gerdes.....	8,327.72
Brenda Stafford.....	8,279.10
Denise Marie Yerkes.....	8,265.18
Maribel Olivares.....	8,204.51
Rachael M. Bullock.....	8,173.73
Lisa Olivares.....	8,097.10
Cindy S. Koenig.....	8,071.10
Amy Stokes.....	8,071.09
April Christine Hutchinson.....	8,036.97
Crystal Jane Trojanowski.....	7,963.10
Amy Kirell.....	7,924.87
Angela P. LaFrance.....	7,768.11
Tracey L. Chavez.....	7,746.06
Deb Altenburger.....	7,718.30
Becki Hackett.....	7,716.58
Tina M. Dees.....	7,631.58
Freda S. Brattain.....	7,611.46
Mara C. Lane.....	7,595.49
Rachel Hope Day.....	7,581.50
Lucia Fernandez.....	7,554.04
R. Sue Miller.....	7,551.73
Laurie C. Cole.....	7,489.61
Victoria A. Pierle.....	7,483.36
Debbie A. Thomas.....	7,464.28
Amy C. Schulte.....	7,440.63
Terri Lewis.....	7,388.92

Sally Moreno.....	7,343.51
Kay Rubin.....	7,237.66
Susan K. Janish.....	7,231.56
Evelyn Pirhalla.....	7,224.63
Esmeralda Diaz.....	7,148.31
Jordan Rene Litherland.....	7,145.44
Rita Schaefer.....	7,141.70
Laurie Travis Plyler.....	7,110.79
Kathleen Deal.....	7,094.97
Ruthie Bresette-Mount.....	7,081.63
Kathryn L. Engstrom.....	7,076.51
Evelyn Hill.....	7,075.41
Denia Karina Acosta.....	7,044.18
Kenise E. Crosby.....	7,040.22
Christi G. Campbell.....	6,972.50
Betsy C. Richard.....	6,961.53
Laura Poling.....	6,952.42
Wendy Lee Johnson.....	6,868.62
Nadine H. Huckabee.....	
Stanley.....	6,824.40
Tess Dawn Caldwell.....	6,750.67
Charlene Grubbs.....	6,746.61
Maria Claxton-Taylor.....	6,722.53
Kathy Eckhardt.....	6,722.31
Connie L. Young.....	6,686.26
Sandra M. Munguia.....	6,665.03
Rebecca Milligan.....	6,657.04
Melissa Gabriella Olsheski.....	6,652.83
Christina Lynn Frantz.....	6,586.17
Gail A. Clark.....	6,584.77
Lindsay R. Stewart.....	6,556.18
Sheryl Jean Arena.....	6,554.67
Amy M. Alber.....	6,545.20

Diamond

Vivian Diaz.....	\$19,744.05
LaRonda L. Daigle.....	17,555.22
Dayana Polanco.....	16,903.60
Mayuli Maria Rolo.....	16,166.66
Priscilla McPeetters.....	15,583.80
Maricarmen Gonzalez.....	14,927.01
Maria Flores.....	13,464.30
Gerri Anne Morris.....	13,278.70
Susan M. Hohlman.....	13,173.02
Julie Neal.....	12,491.79
Heidi Goelzer.....	12,404.67
Lisa Urena Mora.....	12,404.60
Rhonda Jean Taylor.....	12,304.89
Mary Strauss.....	12,098.26
Kristin Jenae Rogers.....	11,636.44
Heather M. Julson.....	11,635.87
Shelly Palen.....	11,536.39
Delmi Cristina Santos.....	11,460.87
Stephanie A. Richter.....	11,437.63
Sonia Suyapa Bonilla.....	11,378.41
Amy Allgood.....	11,283.36
Evitella Valdez-Cruz.....	11,227.87
Meyra Esparza.....	11,209.25
Heather Rachel Catchpole.....	11,101.40
Yosaira Sanchez.....	10,820.94
Noelia James.....	10,816.11
Karime Rojas.....	10,805.17
Alicia Borkowska-Sattler.....	10,761.29
Melinda M. Balling.....	10,669.92
Nicki R. Hill.....	10,654.37
Marsha Morrisette.....	10,631.73
Lila DeWeber.....	10,319.53
Suzanne T. Young.....	10,318.94
Susan M. McCoy.....	10,194.82
Donna J. Saguto.....	10,076.35
Ana X. Solis.....	9,910.49
Alicia Kingrey-Lokal.....	9,908.87
Pat A. Nuzzi.....	9,883.71
Lisa A. Stengel.....	9,823.66
Terri J. Beckstedt.....	9,760.45
Martha Kay Ralfe.....	9,702.08
Yvonne Tazem.....	9,655.50
Oyindamola Ogundana.....	9,622.23
Betty McKendry.....	9,596.21
Ana Carolina Alvarez.....	9,557.44
Omosolape O. Akinyoye.....	9,553.32
Brenda K. Howell.....	9,552.01
Bianny Fabiola Ramirez.....	9,448.30
Sandy Griffith.....	9,424.67
Tawnya Krepmpes.....	9,167.53
Melissa Mays.....	9,125.93

Deborah Dudas.....	9,046.37
Noemi C. Jaimes.....	9,001.37
Lesa Rae Franken.....	8,995.46
Janet S. Chapman.....	8,974.39
Patricia Carr.....	8,951.83
Celeste Pichardo.....	8,948.71
Virginia Rowell.....	8,895.95
Melissa R. Hennings.....	8,864.20
Sheryl Peterson.....	8,757.92
Lisa Rada.....	8,613.30
Rose Rodriguez-Capone.....	8,603.66
Ruth L. Everhart.....	8,552.01
Tami K. Cloute.....	8,536.56
Diane L. Mentiply.....	8,534.58
Jill D. Davis.....	8,515.23
Barbara E. Roehrig.....	8,486.75
Amanda Blair Stokes.....	8,451.60
Missina Jensen.....	8,435.52
Susan J. Pankow.....	8,425.59
Nancy Ashton.....	8,394.17
Tammie M. Hanson.....	8,348.79
Nancy J. Romshek.....	8,339.46
Julie Schlundt.....	8,203.89
Kari Alice Johnson.....	8,200.07
Elvia Cordova.....	8,188.18
Tania Minelli Lazo.....	8,145.09
Mary Jacobson.....	8,086.47
Irene Olebara.....	8,082.81
Elizabeth B. Muna.....	8,082.01
Sherralynn Arnold.....	8,078.08
Susana Pereira-Morales.....	8,048.77
Carol Lee Johnson.....	8,017.87
Magdalena Diaz de Leon.....	7,993.25
Susie Kopacz.....	7,963.85
Boeth Symons.....	7,936.95
Joy H. Rentz.....	7,903.83
Denise M. Guthrie.....	7,872.29
Meg Booker Steward.....	7,861.07
Juanita Gudino.....	7,835.96
Bisola Gbadamosi.....	7,823.43
Norma Lee Shaver.....	7,746.96
April Ann Townsend.....	7,682.11
Indhira Fernandez.....	7,619.11
Michelle Cape.....	7,618.46
Toyin Modupe John.....	7,588.02
Linda T. Cartiglia.....	7,586.69
Nancy Polish Dove.....	7,570.89
Andrea L. Peters.....	7,564.83
Missy Shopshire.....	7,541.17

Ruby

Thessy Nwachukwu.....	\$15,087.99
Krystal D. Downey-Shada.....	13,471.81
Jacqueline N. Alford.....	11,978.19
Janelle A. Ferrell.....	11,759.32
Carolotta Sandford.....	
Coleman.....	11,596.89
Donna Clark-Driscoll.....	11,320.97
Vicki S. Lindsay.....	11,178.23
Carmen Nunez de Valencia.....	10,957.51
Michele Semper.....	10,919.54
Juliet Ebele Okonkwo.....	10,810.77
Julie Brindell Sapp.....	10,797.80
Phuong L. White.....	10,700.19
Somer Ballard Carter.....	10,288.43
Cheryl O. Fulcher.....	10,147.82
Gloria Dominguez.....	10,097.96
Meg Springer.....	9,999.86
Cissy E. Warren.....	9,946.66
Winifred Nonye Ogunamiri.....	9,845.71
Diane Covington.....	9,639.36
Tina Hulsman.....	9,628.94
Lisa Anne Harmon.....	9,522.60
Barbara L. Harrison.....	9,483.78
Jeannette M. Thompson.....	9,445.16
Oye A. Onuoha.....	9,061.70
Crystal Huskins Carper.....	8,999.31
Laura A. Kattenbraker.....	8,865.39
Dorothy C. Ibe.....	8,813.68
Liz Whitehouse.....	8,682.89
Corrin Cresci.....	8,589.54
Appollonia Nnediogo Onwuanuegbule.....	8,483.86
Ekene S. Okafor.....	8,466.51

Mary Alice Dell.....	8,442.80
Breda M. Teal.....	8,442.19
Kali DeBlander Brigham.....	8,401.73
Marnie R. Yunger.....	8,215.63
Tiffany Brooke Stout.....	8,101.04
Eva E. Berber.....	7,932.58
Krystal K. Walker.....	7,877.33
Suzanne P. Wallace.....	7,853.76
Allison L. Carter.....	7,836.97
Deborah S. Bailly.....	7,739.50
Patti Maxwell.....	7,719.84
Mary Sharon Howell.....	7,679.19
Pat Z. Allen.....	7,635.69
Sherrie L. Clemons.....	7,547.10
Teka-Ann Haynes.....	7,521.86
Rose Mary Neel.....	7,486.92
Sylvia J. Cook.....	7,486.22
Gina Beekley.....	7,485.82
Nancy D. Marshall.....	7,485.41
Vanessa R. Upkins.....	7,458.29
Rosanne Pluchino.....	7,457.86
Kathleen C. Savorgnan.....	7,303.74
Jill E. Garrett.....	7,276.94
Connie A. Brinker.....	7,233.83
Pamela O. Pruitt.....	7,167.32
Judie Roman.....	7,121.47
Sheryl K. Goins.....	7,120.20
Julie Smith.....	7,119.99
Diana Gutierrez.....	7,106.04
Kaye Driggers.....	6,995.55
Brenda Fenner.....	6,992.00
Judy Lund.....	6,949.76
Jeanie Ripley.....	6,945.46
Suzanne Moeller.....	6,942.24
Cheryl A. Dechenne.....	
Sheddy.....	6,935.59
Debbie A. Elbrecht.....	6,884.12
Candace Laurel Carlson.....	6,876.23
Michelle M. Visco.....	6,873.57
Mary Lou Ardohain.....	6,870.70
Brandy E. Rhoine.....	6,865.27
Lisa Blackmore.....	6,841.01
Kimberley Victor.....	6,778.42
Kathy Monahan.....	6,763.29
Linda Leonard Thompson.....	6,742.35
Arleigh P.J. Morton.....	6,716.54
Cleta Colson.....	6,707.68
Stephanie Corrine Arbaugh.....	6,658.86
Cindy P. Markowski.....	6,646.87
Stephanie Lynne Lenard.....	6,607.02
Deborah K. Hack.....	6,590.37
Bonnie Brannan.....	6,553.42
Sonya F. Goins.....	6,538.82
Eleanor M. Reigel.....	6,512.28
Julie Thomas.....	6,495.84
Dori M. Fennell.....	6,493.71
Palla A. Curry.....	6,488.34
Natalie Marie Paparella.....	6,444.63
Elena Santos.....	6,440.52
Candace Lyn Chambers.....	6,401.32
Danette K. Lynch.....	6,389.96
Terry Thole.....	6,353.94
Irene Zapalac.....	6,335.28
Pamela D. Cox.....	6,332.90
Lisa Baker.....	6,314.33
Deborah J. O'Leary.....	6,299.94
K.T. Marie Martin.....	6,297.10
Susie Stojanovski.....	6,268.71
Pansy L. Pierce.....	6,263.19
Becky J. Seim.....	6,132.92

Sapphire

Tracy Potter.....	\$16,612.60
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Recognition

Mary Kay Angels

These Independent National Sales Directors, Independent Sales Directors and Independent Beauty Consultants achieved the highest commissions/bonuses or production or had the most new team members in their Seminar areas in April 2011.

Top National Sales Directors — Commissions and Bonuses



Gloria Mayfield Banks
\$67,046
Emerald



Jan Harris
\$39,845
Pearl



Barbara Sunden
\$100,017
Diamond



Carol Anton
\$60,703
Ruby



Karen Piro
\$50,077
Sapphire

Top Unit — Estimated Retail Production

EMERALD — Karen Ridle, <i>Go Give Area</i>	\$89,532
PEARL — Kim McClure, <i>Go Give Area</i>	\$125,362
DIAMOND — Vivian Diaz, <i>B. Sunden Area</i>	\$138,352
RUBY — Krystal Downey-Shada, <i>Go Give Area</i>	\$99,450
SAPPHIRE — Julie Weaver, <i>Go Give Area</i>	\$114,176

Top Sales Director — Personal Sales

EMERALD — Kim Manire, <i>Go Give Area</i>	\$13,351
PEARL — Linda Pilolli, <i>Go Give Area</i>	\$13,338
DIAMOND — Gwendolyn Williams, <i>Go Give Area</i>	\$13,425
RUBY — Janette Copeland, <i>Go Give Area</i>	\$13,824
SAPPHIRE — Brenda Robinson, <i>K. Piro Area</i>	\$26,952

Top Beauty Consultant — Personal Sales

EMERALD — Helen Leiby, M. Bright Unit, <i>G. Mayfield Banks Area</i>	\$22,194
PEARL — Mary Ann Famiglietti, C. Machado-Flippen Unit, <i>P. Shaw Area</i>	\$14,952
DIAMOND — Kathleen Neal, V. White Unit, <i>Go Give Area</i>	\$13,968
RUBY — Candi Woods, C. Boruch Unit, <i>P. Danforth Area</i>	\$14,601
SAPPHIRE — Tina Lam, E. Farquharson Unit, <i>S. Andrews Area</i>	\$20,640

Top Team Builder

EMERALD — Furaha Bakarani, C. Millard Unit, <i>C. Millard Area</i>	48 New Team Members
PEARL — Sales Director Angel Cruz Garciaguirre, <i>Go Give Area</i>	42 New Team Members
DIAMOND — Sales Director Maria Garfias, <i>Go Give Area</i>	40 New Team Members
RUBY — Sales Director Boo Menestrina, <i>R. Evans Area</i>	41 New Team Members
SAPPHIRE — Lucila Jaurequi, M. Aguirre Unit, <i>M. Aguirre Area</i>	88 New Team Members

Top Unit Builders

Independent Sales Directors with **100** or more new unit members for April 2011. Please see page 15 for Independent Sales Directors with **20** or more unit members by Seminar.

Emerald

Sue Uibel.....	228 New Unit Members
Marina Sanchez Ramirez.....	141 New Unit Members
Lynn F. Huckels.....	138 New Unit Members
Yolanda Lopez.....	129 New Unit Members
Bridget L. Shaw.....	127 New Unit Members
Anaizel Avila.....	123 New Unit Members
Dawn Barton.....	119 New Unit Members
Michele Martella Armes.....	111 New Unit Members
Maria Bertha Godinez.....	109 New Unit Members
Lorena Nicolas.....	109 New Unit Members
Macaria Ramirez-Santana.....	105 New Unit Members
Evalina Chavez.....	102 New Unit Members

Pearl

Mia Mason Taylor.....	129 New Unit Members
Sandra Giraldo Kirchoff.....	126 New Unit Members
Lucia Fernandez.....	112 New Unit Members
Virginia S. Rocha.....	112 New Unit Members
Yosemy Mora.....	105 New Unit Members
Silvia Farias.....	104 New Unit Members
Delores E. Black.....	103 New Unit Members

Diamond

Karime Rosas.....	148 New Unit Members
Mayuli Maria Rolo.....	140 New Unit Members
Betzaida Arriaga.....	132 New Unit Members
Patricia Sandoval.....	132 New Unit Members

Kristin Jenae Rogers.....	126 New Unit Members
Maria Flores.....	116 New Unit Members
Mariaelena Boquin.....	112 New Unit Members
Lupita Castillo.....	111 New Unit Members
Michelle Cape.....	100 New Unit Members
Leonor Colin.....	100 New Unit Members

Ruby

Gloria Dominguez.....	131 New Unit Members
Kaye Driggers.....	104 New Unit Members

Sapphire

Josefa Chacon.....	185 New Unit Members
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Esther Cisneros.....	159 New Unit Members
Maria P. Loera.....	142 New Unit Members
Sharon K. Swayzer.....	140 New Unit Members
Maria Bocanegra.....	138 New Unit Members
Tabitha A. Hallums.....	137 New Unit Members
Angeles Herrera.....	135 New Unit Members
Hilda Marrufo.....	124 New Unit Members
Coty Aglaee Trevino.....	119 New Unit Members
Ana Ruth Gomez.....	115 New Unit Members
Melody Missick.....	112 New Unit Members
Teodora Ahumada.....	111 New Unit Members
Rosa Elia Meza-Sanchez.....	111 New Unit Members
Marivel Villicana.....	105 New Unit Members
Paca Pena.....	102 New Unit Members
Luz M. Madrigal-Navarrete.....	101 New Unit Members

Meet Your NSDs

Be sure to visit the Mary Kay InTouch® website for inspiring success stories about Mary Kay Independent National Sales Directors. Click on the “**Meet Your NSDs**” link under the Heritage tab. You can search for NSD stories by name, city, state, Seminar or even former occupation. Why not share their stories with potential team members?

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Finding Her Way

"I love it when they say how beautiful their skin looks! I consider it a privilege to enrich the lives of women."



Debra, shown with her assistance dog, organizes her inventory with braille labels.

Holding parties, foundation shade matching and sharing the opportunity are what **Future Independent Sales Director Debra Mueller of Stockbridge, Ga.**, loves to do. Her Mary Kay® business has given her hope and focus since her divorce.

The fact that Debra also is completely vision-impaired is just part of her story of persistence and determination.

Debra started her Mary Kay® business in August 2001, servicing just a few customers. It wasn't until August 2008 when she was faced with losing alimony payments that she decided to get serious.

"I was praying for a job that was blind-friendly and would work with my need for transportation assistance," Debra shares. "As I was nearing my seventh year as an Independent Beauty Consultant, God helped me realize that I already had a business that would work for me — my Mary Kay® business."

At a fall retreat held by now

Independent National Sales Director Emeritus Ruth Theodocion, Debra received the

support and confidence she needed to embrace her business. "That event gave me hope to survive emotionally and financially, a dream to reach my potential, live my destiny as well as a vision to enrich the lives of women from all walks of life," Debra shares.

With help from Ruth, **Independent Beauty Consultant Marlou Kapelet** of Canton, Ga., **Independent Senior Sales Director Sandy Solly** of Fayetteville, Ga., and other Mary Kay friends, Debra transformed her home office into a workable business office. Every Mary Kay® product is stored in a separate drawer labeled in both print and braille. Large tables help her organize for parties, while special computer software for the vision-impaired and a smart phone enable Debra to use Microsoft® Office programs and the Internet.

Debra's daughter and team member, Michelle, who is in the early stages of the same genetic eye disease, helps with product inventory and stocking shelves.

One of Debra's favorite Mary Kay tasks is foundation shade matching. She asks her customers to use the Foundation Finder Tool to locate the right shade category, explaining how to find the one shade that "disappears" on the skin. "Once she tells me which shade it is, I know exactly what pressed powder to recommend to finish the look," Debra says. "I love it when they say how beautiful their skin looks. They are amazed that they had to come to a blind woman to find the right foundation shade!"

Debra views herself as a beauty facilitator, helping women find the right look for them. "I love my Mary Kay® business and consider it a privilege to enrich the lives of women by pampering them with wonderful products," Debra says.

"Debra is one of the kindest women I have ever met. She has a great attitude, and her Mary Kay® business helps to keep her going," **Independent Senior National Sales Director Nancy Bonner** shares.

Debra's next business goal is to become an Independent Sales Director, with the possibility of more income potential.

This amazing woman is working diligently to achieve her Mary Kay dreams!



Computer software for the vision-impaired helps Debra communicate with customers.

*“Make **me** feel important!”*

a sign of great customer service



FAMILY AFFAIR

Independent Senior Sales Director Lisa Raupp of Cary, Ill., is polished and professional. She started her Mary Kay® business in

1985 and uses a combination of phone calls, emails and text messages — plus candy kisses and notes of appreciation — as ways to make her customers feel important. Lisa says, “I have customers of all ages, and they all relate differently.” She loves her customers (all 630 of them!) and provides personal contact as her customers prefer.

Lisa says, “I love sending a personal note to my customers. If I hear of a surgery, birth or death, or see something in the local newspaper about them or their children, I respond with the clipping or a card. These notes, plus my personal notes thanking customers for years of loyalty, make my customers feel important. I have built relationships with generations of my customers’ families. It’s a family affair!”

“I love follow up and use a paper clip system (it’s like a tickler file),” says Lisa. “I find that my unit members and I are more productive with this. It sets a plan of action each week, and we can break it into daily activities to call our customers on schedule. We run like a well-oiled machine.”

To those who say they were former Mary Kay® product users and were allergic, Lisa responds by asking questions, by listening and finding an alternative Mary Kay® product for them to try. She says, “Once I build trust and a relationship with a former Mary Kay® product user, we can address her previous negative situation. I always apologize if she has had a bad experience in the past and ask if she could give Mary Kay® another chance.” Lisa ends by saying, “All of my customers are made to feel special. They are all important to my business and future.”



THE **TRUST** FACTOR

A cornerstone to
Independent Senior Sales Director

Connie Ryder’s (of Canton, Ohio) stand-out customer service is listening. She believes that when you ask a sincere question and you listen to the response, your customers feel important. Connie remembers hearing Mary Kay Ash say, “People don’t care how much you know until they know how much you care.” Connie continues, “I believe there is a trust factor that develops when they sense you are ‘real’ and that you truly do care about them.”

Connie loves using the Preferred Customer ProgramSM to stay in contact with her 350 regular customers, and she uses her customer birthday list (an even longer list) to stay in touch with her customers who order less frequently. She says, “My reorder business is amazing.” Connie reports that her customers appreciate having Mary Kay® products immediately, and she enjoys hearing them say, “You always have what I want, and I don’t have to wait!” She believes she builds trust from the first appointment by using Mary Kay’s original 2 + 2 + 2 method of contact. “I have a goal to sell a TimeWise® Miracle Set® to every person I facial. Then 2 + 2 + 2 is a

must. I make sure to contact them in two days to put out any fires, if needed, but mostly to resell them on the benefits of using these amazing products! Then in two weeks, we get together for their ‘follow-up’ appointment. It builds the relationship. And I contact them again in two to three months for customer follow up. This is my 30-year anniversary of having my Mary Kay® business, and I have customers still buying from me who I facialed 30 years ago!”

When calling her customers, Connie stays focused and enjoys leaving a message. She times her calls to coincide with a birthday (she offers a small discount for their birthday month) or just after *The Look* is scheduled to arrive in her customers’ homes. She reminds them about receiving *The Look* and asks, “Have you found something you might like to try?” Or she might say, “What are you needing right now?” It delights Connie to hear many of her customers say that she calls at exactly the right time!

Connie’s advice is to do what you love, and great customer service follows easily. She still loves doing facials best and says, “The transformation is always amazing, and I love to watch their faces as they see how pretty they look and how great they feel.”

Lisa, Connie and Nikki have individual styles of listening and providing Golden Rule customer service. Yet they each deliver product to customers at their initial meetings and respond to customer orders within 24 hours. They believe that when you have products on hand and like to deliver products quickly, there isn’t time for your customers to even think about running out to the store for something they need.

Mary Kay Ash always said, "When I meet someone, I imagine her wearing an invisible sign that says, **'Make me feel important!'**" If you can see that invisible sign worn by your customers, you are on your way to successful **Golden Rule customer service.** These three Independent Sales Directors see that sign, and their customers and their Mary Kay® businesses thrive!



INSTANT SERVICE

Independent Sales Director

Nikki Edgemon of Ten Mile,
Tenn., sees each of her customers

as wearing that important invisible sign. She says, "A customer feels important when she is able to take her product home right away. She would be expecting to take it home from a store, so we, as Independent Beauty Consultants, want to be convenient too!" Nikki tells her customers to "grab your cell phone and enter my name and number." After a customer makes a purchase, Nikki calls or texts her in a few days to see how she liked the product and how her skin is doing. Nikki started her Mary Kay® business in 1999; she has 150 really good customers and hundreds more occasional customers. She stays in touch with the core group every six weeks!

When calling her customers, Nikki asks, "Do you need anything to keep yourself looking young and gorgeous?" When sending packages to her customers, she uses the greeting "To the Gorgeous" or "To the Special" on the label. "My customers love it!" Nikki adds, "I put a small goodie in everyone's order, whether it's just an eye color sampler or a Preferred Customer Program™ gift (with a \$40 or more suggested retail purchase). Everyone gets a gift, and the sales ticket says, 'Thank You' with a smiley face on it."

"Since Mary Kay® products have a satisfaction guarantee," Nikki says, "I love that it's so simple to make exchanges if a customer dislikes a product or needs a different formula. I had someone find me on my Mary Kay® Personal Web Site who had a challenging experience with products she had purchased from another Mary Kay Independent Beauty Consultant who was no longer in business. I told her about the Mary Kay® Satisfaction Guarantee, and she was thrilled. We scheduled a facial for her to share with friends, and it turned into an income-producing \$500 party with two bookings and a new team member."

**"Make Me
Feel Important"
remains key
to Golden Rule
customer service.**



SOME THINGS ARE MEANT TO BE shared!

So why not refer a friend?



Girlfriends share everything – shoes, clothes and secrets! So don't keep the Mary Kay® opportunity a secret from your girlfriends, share it! With your Mary Kay® business, you have the ability to share the opportunity with your girlfriends and help them realize their goals and dreams. In a time when so many women are looking to earn extra money, make their own hours and be part of something life-enriching, now is a great time to share the Mary Kay® opportunity.

TIPS FROM YOUR GIRLFRIENDS



No one said it better than **Independent National Sales Director Cyndee Gress** when she shared her team-building success tips:

1. Hold skin care classes and facials. It's much more difficult to build your team before you build relationships, and existing customers make the best potential team members.
2. A professional image is crucial.
3. Listen to and observe a master recruiter as often as possible. As Mary Kay reminded us, "Hitch your wagon to a star!"
4. Keep an Independent Beauty Consultant Agreement and team-building literature at your fingertips.
5. Maintain a "hot" prospect list of potential new team members with whom you've made fewer than two attempts to close and a warm list of those you don't want to forget.
6. Ask, ask, ask!



We also asked **Independent Senior Sales Director LaChelle Seleski** of Hastings, Minn., to give us some tips on how to incorporate team building into your business. Her response: "It all starts at the skin care class. Show guests how excited you are to be there with them. One way you can convey that is to share your

personal I-story. Why did you choose Mary Kay®? What has your business meant to you? Your sheer excitement alone will show them how great the opportunity is. It's contagious! It's so rewarding to share the opportunity, to have someone receive it and to see how it positively affects her life."



Million-Dollar Independent Executive Senior Sales Director Tammy Romage of Mechanicsburg, Pa., shares her recipe for team building. She adds, "I did 10 team-building appointments in one week and went on-target for a Career Car the next month. The decision to start this activity changed my business and changed my life. I love to see others realize their dreams.

1. Start with your customers. Have an ongoing list of the women you would like to share the opportunity with. Pass on information about the marketing plan while painting a picture of how your customer can sprinkle her Mary Kay® business into her life.
2. It is important to know how to ask for a team-building appointment. Ask your customer to help you. You may say, "Part of my education is to learn how to present more about the Company and the Mary Kay® opportunity. I know it may not be for you, and that is OK. Would you mind if I take a few minutes to share a few facts with you?"
3. Learn how to overcome objections. Most of the time, objections are a reason to start! You will only master this skill by doing it. Many women would love to have an opportunity in their life for recognition, flexibility and potential financial growth.
4. Work full circle at every party. Sell, book future appointments and share the opportunity with two women. Always take advantage of sharing the opportunity in person.
5. Always be ready! Have an information packet with you at all times with your business card.
6. I like to give a potential new team member a layering of information to help her make her decision. Send her to the www.marykay.com website, set up another time to chat, invite her to a guest event or schedule a follow-up facial. Put the next appointment in place.
7. Take action. Set your team-building goal. Now break down the activity you will need to do each day, each week and each month to accomplish your goal. Put your business hat on!

WHERE TO FIND THE **TOOLS YOU NEED**

To learn more, you'll want to go to the Mary Kay InTouch® website and check out the Team Building mini-site – a "one-stop tool shop." You'll see all the team-building tools available to you and how they can help support you as you build your Mary Kay® business!



GIVE YOUR BUSINESS SOME “INCITE”!

Have you ever wondered how Independent National Sales Directors and top Independent Sales Directors do it? Wouldn't you like to peek into the minds of those at the top – the most experienced independent sales force members – to find out what they would do in situations similar to yours? Wish no more! That insight can be yours through the Incite CD series! It's reasonably priced and easy to subscribe.

INCITE AND EXCITE!

Through the Incite CD series, you can receive two audio CDs each month for just \$5. Independent Sales Directors receive a third CD on leadership each month – absolutely free! You'll listen to the independent sales force members whom you most admire! Through Incite, you will learn basic aspects of your business and the best strategies that will give you the knowledge and excitement that can take your Mary Kay® business to the next level. Enroll and don't miss our next edition!

WHO'S TEACHING?

Here's just a sample of some recent Incite CDs our subscribers benefited from:



Team Building Full Circle

April 2010, featuring **Independent Elite Executive National Sales Director Gloria Mayfield Banks**

"It's not an instant thing. You're going to ask people to try the product. They're going to tell

you no. You're going to ask people about the opportunity. They're going to tell you no. That's OK, and it doesn't mean forever.

Sometimes it just means you need to build a stronger relationship."



Layering Your Way to Success!

February 2011, featuring **Independent Future Executive Senior Sales Director Pat Nuzzi**

"I know there's not a woman in this audience who can't climb to any victory she chooses.

Queen's Court of Sales, being a Star Consultant in all four quarters, earning the use of a Mary Kay® Career Car, wearing a red jacket, becoming an Independent Sales Director, becoming an Independent National Sales Director. And I know some of you are sitting there saying, 'There's no way, lady! You don't know me!' But you know what? You didn't know who I was 20 years ago."

For Independent Sales Directors only:



Raising the Bar

June 2011, featuring **Independent National Sales Director Linda Toupin**

"Let's talk about the level of expectation you have for new people. Your words matter. And the first words new team members hear in all your conversations, whether they're on the phone or in person, is all about a bar. So let's take a look at what you expect from people."

Two Easy Ways to Subscribe

- Call the MK Media Source customer service team at VideoPlus at 877-203-5547 from 8 a.m. to 5 p.m. Central time, Monday – Friday to enroll over the telephone. Or
- Visit the MK Media Source on Mary Kay InTouch®: Click on the "Education" tab, select "MK Media Source" and then select "Incite CD Series" to enroll online.

OUR SPECIAL GIFT TO YOU



We invite you to listen or download **Independent National Sales Director Auri Hatheway's** outstanding January 2011 Incite CD series, *Booking Tips and Scripts*, for free! Simply take a picture of the tag reader with your smart phone to access it. We're convinced that once you hear what you've been missing, you'll want to start your own audio library by subscribing to the Incite CD

series for just \$5 per month. Happy learning!



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3. Or listen online at <http://events.variview.net/clients/marykay/podcasts/AuriHathewayBookingTipsandScripts.mp3>

go-give® award

Congratulations to the winners for August 2011

The Go-Give® Award is given in memory of Independent National Sales Director **Sue Z. Vickers** to recognize Independent Sales Directors who best exemplify the **Golden Rule** – helping others **unselfishly** and **supporting** adoptees as much as unit members.

If you know an Independent Sales Director who has displayed the Go-Give® spirit, why not nominate her for the monthly Go-Give® Award? The Go-Give® Award nomination form is available on the Mary Kay InTouch® website under “Recognition.”



Gloria Corn Pearl

Independent Sales Director

Began Mary Kay

April 1982

Sales Director Debut

July 1987

National Sales Director

Go Give Area

Honors Premier Club qualifier; Circle of Honor; two-times Consultant Queen's Court of Personal Sales; 17-times Sales Director Queen's Court of Personal Sales; gold medal winner; estimated highest monthly unit retail: \$30,311

Personal Lives in Winston-Salem, N.C. Husband, Dick; daughters: Cheryl, Cindy; two grandsons

Favorite Quote “Let no corrupt communication proceed out of your mouth, but that which is good to the use of edifying, that it may minister grace unto the hearers.” – Ephesians 4:29

Independent Sales Director Gayle Molyneaux of Okeechobee, Fla., says, “Gloria is the adopted Sales Director for several of my Beauty Consultants. She loves, educates and motivates them, and no one would ever know these ladies are not her personal recruits.”



Kari Medina Diamond

Independent Sales Director

Began Mary Kay

July 2001

Sales Director Debut

June 2003

National Sales Director

Lisa Madson

Honors Premier Club qualifier; Star Consultant; two-times Circle of Achievement; gold medal winner; estimated highest monthly unit retail: \$49,275

Personal Lives in Johnstown, Colo. Husband, Jason; sons: Gabriel, Jacob

Favorite Quote “It doesn't matter how hard you can hit. It's about how hard you can get hit and keep moving forward – how much you can take and keep moving forward.”
– Sylvester Stallone from the movie “Rocky”

Independent Sales Director Shari Schlapman of Westminster, Colo., says, “Kari upholds and honors the integrity of the adoptee program with great conviction. She has a selfless heart when it comes to taking care of adoptees and inspires me with her actions to do the same.”



Cheryl Soltau Ruby

Independent Sales Director

Began Mary Kay

August 1983

Sales Director Debut

January 1987

National Sales Director

Go Give Area

Honors Premier Club qualifier; Circle of Honor; Queen's Court of Sharing; Circle of Achievement; Double Star Achievement; gold medal winner; estimated highest monthly unit retail: \$43,425

Personal Lives in Coeur d'Alene, Idaho. Husband, Roy

Favorite Quote “The only things we cannot choose are the results of our choices.”
– Rev. Don Cambra

Independent Beauty Consultant Carol Obert of Spokane, Wash., says, “Although Cheryl lives out of town, she made a special trip to Spokane to mentor and encourage me one-on-one. She lives by the Golden Rule and is a positive role model.”



Miranda Bandemer Sapphire

Independent Future Executive Senior Sales Director

Began Mary Kay

February 2004

Sales Director Debut

September 2004

Offspring four first-line

National Sales Director

Debra Wehrer

Honors Cadillac qualifier; Star Consultant; five-times Circle of Achievement; Fabulous 50s; Dean's List; gold medal winner; estimated highest monthly unit retail: \$65,646

Personal Lives in Laramie, Wyo. Husband, Tyler; daughters: Taylor, Reece, Jordyn

Favorite Quote “You cannot teach what you do not know; you cannot lead where you do not go.”
– Mary Kay Ash

Independent Sales Director Jennifer Peterson of Encampment, Wyo., says, “Miranda was there to support and comfort our family after a tragic accident, and her love and kindness meant more to us than she will ever know. She cares for several of my unit members in Laramie, and I know they are in good hands.”



Esther Guerrero Emerald

Independent Senior Sales Director

Began Mary Kay

August 1987

Sales Director Debut

March 1992

Offspring one first-line; one second-line

National Sales Director

Lily Orellana

Honors Grand Achiever qualifier; Star Consultant; five-times Queen's Court of Sharing; two-times Circle of Achievement; Fabulous 50s; gold medal winner; estimated highest monthly unit retail: \$37,733

Personal Lives in Westchester, Calif. Husband, Modesto; son, Julio; daughter, Maria

Favorite Quote “God, grant me the serenity to accept the things I cannot change, courage to change the things I can and wisdom to know the difference.”
– Reinhold Niebuhr

Independent Future Executive Senior Sales Director Dunia Phillips of San Diego, says, “Regardless of personal challenges, Esther is a strong and optimistic person and is usually involved with helping others.”

best-selling* MARY KAY® PRODUCTS 2010

Women across the country turn to these Mary Kay® favorites again and again for their skin care and cosmetics needs! Offering quality, value and amazing results, these products simply are the tried-and-true best. Why not try these crowd-pleasers for yourself? Ask me, your Independent Beauty Consultant, for more information.



MARY KAY



TimeWise® 3-In-1
Cleanser, \$18

TimeWise®
Age-Fighting
Moisturizer,
\$22

Mary Kay®
Oil-Free
Eye Makeup
Remover,
\$15

TimeWise®
Firming Eye
Cream, \$30

Mary Kay®
Eyeliner in
Black, \$10

TimeWise®
Microdermabrasion
Set, \$55

Mary Kay®
Ultimate
Mascara™
in Black, \$15

TimeWise
Replenishing
Serum+C™, \$55

*The best-seller logo designation refers to top-selling products within the Mary Kay® product line.

All product prices are suggested retail.

TOP 10 IN BRANDS

Mary Kay® ranks No. 6 in independent research firm Brand Keys' "Brands That Delight," a list of the top performers across all industry categories. Brand Keys examined customers' relationships with 528 brands across 79 categories, and Mary Kay® received top marks. Mary Kay® came in just ahead of McDonald's and in the same league as Apple, Discover and Hyundai, to name a few. Mary Kay® also ranks No. 1 in customer loyalty in both the Cosmetics and Facial Moisturizer categories! Thanks to you for your support and loyalty!

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